

| CHINESE WOMAN PHYSICIAN |
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| STUDENT AT CITY COLLEGE |




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Br-r-r! Winter's coming! Take warning by that first drop of the mercury
Comfort and warmth will be yours in the bitterest weather you wear "Merode" or Fits like your best tailored suit because it's cut by hand and finished by hand. The ligh quality shows in the perfection and daintiness of every detail! Flatlock seams do away with bulky ridges and clumsy edges.

## "Mérode"

and
'Harvard Mills' Underwear

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## Get the Watch You Have Decided to Buy

## Mawson $\mathcal{E}$ DeMany

${ }_{1215}$ Chestnut Street FURS


We're not talking "conditions and high prices!


Because We Bought Our Skins and Manufactured Direct-Lowering Our 0 wn Prices in Order to Keep Faith With Our Public!

 Xhe most marreveous collection of Furs it ithe East-at prices the very pepitome of heerock:

A Small Deposit Will Reserve Your Purchase Fur Coats


Substitution usually breeds dissatisfaction. There is nothing "just as good" to a $\operatorname{man}$ or woman who has set
mind and heart upon some mind and heart upon some-
thing else. And the dealer thing else. And the deale who sells a customer against
the wishes of that customer the wishes of that cust
is a poor business man.
This obvious fact is the foundation of all Waltham Watch dation of all Waltham Watch advertising. little about a knew very little about a
watch. To him it was a watch. To him of wheels and gears mystery of wheels and gears
and pinions, and he believed and pinions, and he believed
almost everything he was told almost everything he was told
about it. So we took the mystery out of a watchtook him on a tour of inspec tion through its "works" and showed him by illustration and simple language why the Waltham has become univer sally famous as a time-keeping mechanism.
And this wasthefirsttimeinthe history of watchmaking upon this continent that the pro spective purchaser of a watch had been educated, provided with many facts - hitherto unpublished-and given
many reasons why his watch selection should unqualifiedly selection should unqualified

We could do this because we were the first watchmakers in the New World to apply American mechanical genius to making the parts of watches absolutely uniform in quality by marvelous machinery, to making them more accurate, giving them a flawless standardization which protected every purchaser of a Waltham Watch from those material variations which are natural attributes of fore
watches made by hand.
We were enabled to open wide the door to the works of a Waltham Watch because there were many exclusive there were many exclusive
Waltham inventions and metallurgical discoveries enmetallurgical discovenes
shrined in its creation which shrined in its creation which
we were proud to reveal. we were proud to reveal. And because a fallacy was
abroad in the land - that the abroad in the land - that the rior to this American master-piece-we were glad to do our part to dispel this mis-
leading idea. leading idea.

Therefore we welcomed the opportunity to make comparisons.
As $_{s}$ Americans we take pride in defending American genius, American watchmakers and American horological achievement as demonstrated in the Waltham Watch.
People did not generally know that of the highest honors at the world's greatest expositions - that Waltham had obtained over six hundred Kew Observatory "A" certificates from stock models at London-perhaps the severest test of time-keeping perfor
And now the demand for Waltham Watches is greater than the sup-ply-our enormous resources are
taxed to the utmost. Some one has to wait. The dealer is not to blame. But substitution is a poor exchange for conviction. If you have decided to buy' a Waltham Watch, your good judgment equals that of any other man. We prize most that in which our own
faith is invested. r Wher W
A Waltham Watch' is a lifetime investment. If it is the watch you have decided to buy, and cannot get it immediately, wait for it give you that faithful, dependable time-keeping service which has time-keeping service which has
made Waltham the World's Watch
Over Time.


## WALTHAM

THE WORLD'S WATCH OVER TIME

